



A 9095-1U

4/87

TOY MANUFACTURERS OF AMERICA, INC.



NATIONAL STATISTICS PROGRAM

SHIPMENTS 1985 vs 1986

SHIPMENTS

DOLLARS (First Billing Value ¹) & UNITS
1985 vs 1986

Volumes have been projected to reflect total industry levels
(Estimated volumes in millions)

	DOLLARS			UNITS				DOLLARS			UNITS		
	1985	1986	% Change	1985	1986	% Change		1985	1986	% Change	1985	1986	% Change
I. ACTION FIGURES/ DOLLS & ACCESSORIES	\$3,128	\$2,193	- 30%	512	360	- 30%	V. RIDING TOYS (EXCL. BICYCLES)	\$ 283	\$ 288	+ 2%	18	15	- 17%
Robots	726	244		106	49		Plastic Tricycles	72	59		6	5	
Action Figures	487	501		143	132		Metal Tricycles	24	28		1	1	
A.F. Accessories	353	360		40	48		Other Pedal Ride-Ons	16	16		1	1	
Baby Dolls	758	365		33	19		Riding Sports	21	24		6	4	
Fashion Dolls *	129	174		18	22		Other Riding Vehicles	150	161		4	4	
Mini Dolls	91	59		24*	17		VI. NON-RIDING TRANSPORTATION	\$ 695	\$ 651	- 6%	209	197	- 6%
Other Dolls	214	71		76	20		Battery Operated Vehicles	232	182		34	23	
Talking Dolls	—	71		—	1		Mechanically Operated Veh.	33	19		8	5	
Baby Doll Access.	178	111		24	15		Elec. Car/Truck Sets	31	40		1	1	
Fashion Doll Access.	90	109		27	23		Elec. Car/Truck Access.	7	9		1	1	
Other Doll Access.**	32	40		9	10		Elec. Train Sets/Access.	70	92		3	3	
Doll Houses/Furn.	70	88		12	4		Non-Powered Veh. Sets/Access.	65	55		8	7	
II. PLUSH	\$ 585	\$1,062	+ 82%	90	123	+ 37%	Non-Powered Veh. 6" or Less	100	110		130	136	
Traditional Plush	488	749		73	100		Non-Powered Veh. Over 6"	157	144		24	21	
Electronic & Musical Plush	97	313		17	23		VII. ARTS/CRAFTS/MODELS	\$ 375	\$ 410	+ 9%	177	178	+ 1%
III. GAMES/PUZZLES	\$ 611	\$ 760	+ 24%	157	184	+ 17%	Paint Sets/Supplies**	42	54		23	29	
Children's Board Games	57	86		13	17		Crayon/Chalk/Drawing Sets & Supplies	118	127		78	74	
Other Board Games (2)	234	253		31	36		Other Sets/Supplies**	129	149		49	52	
Action/Skill Games-Children	60*	84		11	15		Model Kits	86	80		27	23	
Action/Skill Games-Adult/Family	41	42		4	3		VIII. MISCELLANEOUS ACTIVITY TOYS	\$ 290	\$ 356	+ 23%	132	143	+ 8%
Card Games	29	43		18	22		Wipe-Off Boards/Magic Slates	4	5		7	7	
Puzzle Games	6	54		2	9		Paper Dolls	3	4		1	1	
Strategy Games	54	70		11	14		Reusable Compounds	18	22		20	32	
Word Games	23*	23		4	4		Mechanical Design Toys	25	41		4	5	
Other Non-Elec. Games	33	28		17	17		Musical Toys	80	104		13	12	
Cardboard Puzzles	53	50		38	37		Remaining Misc. Activity	160	180		87	86	
Wood/Plastic Puzzles	21	27		8	10		IX. SPORTS/OUTDOOR TOYS	\$ 457	\$ 515	+ 13%	67	77	+ 15%
IV. TOTALLY ELECTRONIC GAMES	\$ 235	\$ 421	+ 79%	13	21	+ 62%	Playground Equipment**	118	135		3	3	
Electronic Learning Aids (3)	204	373		11	18		Wading Pools	66	78		7	8	
Elec. Hand Held/Tabletop	31	48		2	3		Foam Sports Toys	41	44		12	17	
							Water/Sand/Pool Toys	40	35		14	16	
							Other**	192	223		31	33	

*1985 Figures revised from previous report.

**Limited sample.

(2) Includes VCR-enhanced Board Games

(3) Includes VCR-enhanced Electronic Learning Aids

¹First Billing Value: first price paid for an item in the U.S.

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	DOLLARS			UNITS		
	1985	1986	% Change	1985	1986	% Change
X. INFANT/PRE-SCHOOL	\$ 824	\$ 860	+ 4%	167	175	+ 5%
Infant Toys	255	247		65	53	
Pre-School Blocks	50	90		9	16	
Pre-School Learning Toys	33	55		5	8	
Pre-School Talking/Sound Toys	56	54		6	6	
Pre-School Tub Toys	20*	30		7*	10	
Pre-School Push/Pull Toys	42	63		7	9	
Pre-School Playsets	68	54		6	4	
Remaining Pre-School	300	267		62	69	
XI. ROLE PLAYING TOYS	\$ 255	\$ 261	+ 2%	52	51	- 2%
Appliances-Powered/ Non-Powered	134	121		13	9	
Tea Sets	14	17		5	7	
Other Household/Food Toys	7*	6		2*	2	
Other Role Playing Toys	100	117		32	33	
XII. REMAINING MISCELLANEOUS	\$ 946	\$1,033	+ 9%	401	421	+ 5%
Toy Guns/Rifles	68	151		23	27	
Bldg. Sets/Construction Toys	189	183		25	28	
Activity Books	69	66		138	129	
Learning/Study Books	39	36		30	27	
Remaining Books	132	159		114	142	
Audio/Visual (4)	350	350		49	46	
Educational/Scientific Toys	58	37		14	13	
Children's Furniture	41	51		8	9	
• TOTAL INDUSTRY	\$8,684	\$8,810	+ 1%	1,995	1,945	- 3%

(4) In 1986 includes Pre-recorded Videocassette Programming for Children.

NOTES

- Number of Companies Responding = 84
- These Companies accounted for 59% of Industry shipments (dollars) in 1985 and 57% in 1986
- Figures include imports

Data compiled by:
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